



GAIL FARBER, Director

## COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS

*"To Enrich Lives Through Effective and Caring Service"*

900 SOUTH FREMONT AVENUE  
ALHAMBRA, CALIFORNIA 91803-1331


<http://dpw.lacounty.gov>

ADDRESS ALL CORRESPONDENCE TO:  
P.O. BOX 1460  
ALHAMBRA, CALIFORNIA 91802-1460

# ADOPTED

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

34 August 11, 2015

  
PATRICK OGAWA  
ACTING EXECUTIVE OFFICER

August 11, 2015

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

**DELEGATE AUTHORITY TO ENTER INTO AGREEMENTS FOR  
THE USE OF PHOTOS, MUSIC, AND OTHER INTELLECTUAL PROPERTY  
FROM OUTSIDE SOURCES  
(ALL SUPERVISORIAL DISTRICTS)  
(3 VOTES)**

### **SUBJECT**

This action is to authorize the Director of Public Works or her designee to negotiate and enter into agreements to use, reproduce, and display photos, illustrations, and other types of intellectual property for use in various educational and promotional materials by the Department of Public Works.

### **IT IS RECOMMENDED THAT THE BOARD:**

1. Find that the recommended action does not constitute a project under the California Environmental Quality Act for the reasons stated in this letter.
2. Delegate authority to the Director of Public Works or her designee, for a 5-year period, to negotiate and enter into license agreements with any person, entity, or organization for the use, reproduction, and display of any content, including photographs, illustrations and other images, music, literature, and other artistic or technical works for use in educational and outreach materials and events developed, utilized, or sponsored by the Department of Public Works at an estimated cost of \$20,000 annually with a maximum potential sum of \$100,000 for the 5-year period.

### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The purpose of the recommended action is to authorize the Director of Public Works or her designee to enter into license agreements or other agreements for the use, reproduction, and display of content owned by other persons or organizations for use in various ongoing and future educational and promotional materials and events.

The Department of Public Works periodically develops and sponsors educational and outreach materials and events related to its various public services. The use of artistic and technical images and other intellectual properties owned by other persons or entities would enhance the quality and effectiveness of Public Works' educational and outreach efforts. Potential uses for the materials include videos, displays, and content delivered in a variety of print and online platforms. The owners of these materials may require license or usage agreements for the materials and may require nominal licensing or usage fees and indemnification clauses as part of the agreements. So that Public Works may quickly secure the appropriate permissions from the owners of these materials, delegated authority is requested. All agreements will be reviewed and approved by County Counsel prior to execution by the Director or her designee.

### **Implementation of Strategic Plan Goals**

The Countywide Strategic Plan directs the provisions of Operational Effectiveness/Fiscal Sustainability (Goal 1). Implementation of the recommended actions will provide Public Works with additional opportunities to promote and educate Public Works' objectives to nonprofit organizations, stakeholders, media, private industries, and various other governmental agencies on Public Works-related issues essential for decision making, policy formation, and delivery of public services.

### **FISCAL IMPACT/FINANCING**

Total annual expenditures for these services are estimated to be \$20,000 with a maximum potential sum of \$100,000 for the 5-year period.

Funding for these services in the first year is included in various Public Works Fiscal Year 2015-16 fund budgets. When the need arises for procurement of the necessary licenses to use intellectual properties for educational and promotional events, financing for the required service will be from the appropriate fund source. Total annual expenditures for these services, however, will not exceed the amount approved by the Board. Funding for these services in the future years will be budgeted through the annual budget process.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

Public Works' educational and outreach efforts increase awareness of its service areas and garner support amongst its stakeholders, thereby facilitating the development and implementation of its various programs and projects.

All agreements will be reviewed and approved by County Counsel prior to execution by the Director or her designee.

### **ENVIRONMENTAL DOCUMENTATION**

The recommended action is not a project pursuant to the California Environmental Quality Act (CEQA) because it is excluded from the definition of a project by Section 15378(b) of the CEQA Guidelines. The proposed action is an administrative activity of government, which will not result in

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direct or indirect physical changes to the environment.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

There is no adverse impact on current County services.

**CONCLUSION**

Please return an adopted copy of this letter to the Department of Public Works, Public Relations Group.

Respectfully submitted,

A handwritten signature in cursive script that reads "Gail Farber".

GAIL FARBER

Director

GF:JQ:so

c: Chief Executive Office (Rochelle Goff)  
County Counsel  
Executive Office